

Spring Reset: Cleaning Up What Winter Broke

As winter fades and spring ramps up, it's the perfect time for a reset—not just a quick clean, but a thoughtful refresh of the things that may have slipped, worn down, or broken during the colder months. For our partner locations, this is an opportunity to get ahead of issues, improve the customer experience, and set the tone for a strong, organized season.

Here's a practical guide to tackling the most important areas of your spring reset.

1. Systems Check: Fix What's Slowed You Down

Winter can expose weaknesses in your day-to-day systems—whether it's technology hiccups, communication gaps, or operational inefficiencies.

Take time to:

- Review POS systems, payment terminals, and software updates
- Test Wi-Fi strength and connectivity throughout your location
- Evaluate internal processes that may have caused bottlenecks
- Refresh team communication tools or protocols

If something felt clunky in January, now's the time to fix it before peak spring traffic hits.

2. Signage: Refresh, Replace, Re-engage

Cold weather, moisture, and time can leave signage looking worn, outdated, or easy to overlook.

Do a full walkthrough and check:

- Exterior signs for fading, damage, or visibility issues
- Interior signage for accuracy (pricing, promotions, policies)
- Seasonal messaging—swap out anything winter-focused
- Brand consistency across all materials

Clean, clear signage not only looks better—it builds trust and improves customer flow.

3. Schedules & Staffing: Reset for the Season Ahead

Spring often brings a shift in traffic patterns, hours, and staffing needs.

Consider:

- Adjusting hours to match changing customer demand
- Updating staff schedules for efficiency and coverage
- Cross-training team members to fill gaps
- Re-establishing expectations and roles after slower winter months

A refreshed schedule can boost both team morale and operational efficiency.

4. Machines & Equipment: Inspect, Clean, Maintain

Your machines work hard year-round, and winter conditions can take a toll.

Focus on:

- Deep cleaning all equipment (inside and out)
- Checking for wear and tear or needed repairs
- Calibrating machines for optimal performance
- Replacing parts proactively before they fail

Preventative maintenance now can save costly downtime later.

5. Facility Touch-Ups: First Impressions Matter

Spring is when customers start getting out more—make sure your location feels fresh and inviting.

Walk your space like a customer and look for:

- Scuffed walls, chipped paint, or worn flooring
- Lighting issues (dim or burnt-out bulbs)
- Cleanliness in overlooked areas (corners, baseboards, ceilings)
- Outdoor spaces that may need attention after winter weather

Small fixes can make a big impact on how your location is perceived.

6. Inventory & Supplies: Clear Out and Restock

Winter may have left you with excess inventory—or gaps you didn't notice.

Now's the time to:

- Audit current inventory levels
- Remove outdated or unused items
- Restock high-demand products for spring
- Organize storage areas for easier access

A clean, organized inventory system sets your team up for success.

7. Customer Experience: Fine-Tune the Details

Finally, think about how your space *feels*.

Ask yourself:

- Is the flow intuitive for customers?
- Are wait times reasonable?
- Is the environment welcoming and energetic?

Consider small upgrades like music, scent, or layout adjustments that can elevate the overall experience.

Start Fresh, Stay Ahead

A strong spring reset isn't just about fixing what's broken—it's about creating momentum. By taking a proactive approach now, you're setting your location up for smoother operations, happier customers, and a more successful season ahead.

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